

“The Nevius Team”

Guide to Selling Property

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When planning to sell your home, there are several important considerations in ensuring that you get full value for your property in a timely manner. *“The Nevius Team”* with Keller Williams Realty has a proven formula for helping you achieve that goal. Outlined below are key elements of that program.

Pricing

First and foremost, consider what price to ask. You will want to price your home so that it is competitive in the market, while also assuring you receive as high a bid as possible. This can be a difficult decision and is based on several elements:

- What price did similar homes in the area bring?
- What is the age and condition of your home?
- What are the overall market conditions? Is it a buyer's market or a seller's market, or is supply and demand about balanced?
- What is the trend of prices in your area? and are they changing daily?

Obviously, you do not want to under price your home and cost yourself money. At the same time, if you over price your home, it can take a long time to sell, if it sells at all.

Preparation

If your house is in great shape and updated, preparation for marketing is done. However, in most cases, homes that come on the market are in need of some level of repair and upgrading. Determining what and how many upgrades to perform can be a tricky decision. Naturally, you want to get the most bang for your bucks.

There are a host of items to check off before your home is optimized for showing. Below are listed some of the most important.

- Exterior paint. First impressions are vital, especially the front door.
- Are the lawn, porch and patios clean and well maintained? Plant flowers to brighten the exterior, fertilize the grass to make it look healthy and lush, wash all the windows, inside and out.
- Check your roof. Is the roof in good repair?
- Interior paint and wallpaper look fresh
- Carpets are clean and not worn looking. Professionally clean if necessary.
- Are the kitchen cabinets and appliances clean and in good condition?
- Are the bathrooms in good condition? Check for leaky faucets.
- Make sure the garage and attic are well organized.
- Clean and wax the floors.

The basic look you want is clean, bright and fresh. Put some effort in now and expect to reap a higher offer later.

Marketing

To receive a top offer for your home, an aggressive marketing campaign can only help. Avenues for getting the word to the buying public about your property include:

- Display a sign in your front yard with full color marketing flyers.
- Place an ad in newspapers or magazines
- Place an ad on the Internet so that it will be easily found (24/7)
- Do full virtual tours on the Internet in multiple sites.
- Make available Tour diskettes to keep your home fresh in the buyer's minds.
- Email information to potential buyers currently in the market for a home.
- Put your property into the Multiple Listing Service so that it is seen by any Realtor® searching for property in your area.
- Word-of-mouth marketing through professional Realtors® such as sending or emailing Flyers to top agents in the area.
- Hold an open house on weekends or schedule a broker's open to showcase your home to other firms.

Offer and Closing

When you receive an offer on the house, you must consider not only price, but closing date, contingencies and buyer financing. You have three choices: reject, accept or counter the offer. If you have multiple offers, the decision can be confusing.

After accepting an offer, your property will be appraised for value by the buyer's mortgage company, a home inspection may be performed and a title search is undertaken. After these processes are completed, the closing takes place, and you receive your check. Obviously, you can sell your home without the help of a professional Realtor®. With some luck and assuming you know the process, you might get quick, full value for your home. However, in finding a top real estate agent to help market your home, you will not have to rely on luck. This is why you need to take a serious look at *“The Nevius Team's”* proven record.

How a Professional Realtor® Helps You

The bottom line goal of *The Nevius Team* in selling your home is to save you time and hassles and to help you get the most from your sale.

The services you can expect include:

- **Pricing:** This most important element in successfully selling your home is where your agent can help most. An experienced agent will suggest a realistic price based on comparable sales, your home's condition and overall market trends. The result: no guesswork for you and a price that fits your property.
- **Preparation:** An experienced agent would be someone like a "*Nevius Team*" agent who has years of experience and training and works full time in the real estate market and has evaluated dozens if not hundreds of home. First, *The Nevius Team* can suggest what work should be done to optimize your investment, finding the sweet spot where home improvement yields the greatest return on potential offers. Further, if you want, *The Nevius Team* will be able to recommend professional craftsmen to make those improvements. Finally, when it's time to show your house to potential buyers, *The Nevius Team* will advise you on all the big and little things to do to make your house show at its absolute best.
- **Marketing:** *The Nevius Team's* help in marketing your home will save you a ton of time and greatly increase your listing's visibility. They will field all calls about showing the house and in screening potential buyers. You will not be faced with showing your home to those wasting your time or worse.
The Nevius Team can advertise your listing in the paper and on the Internet with virtual tours. More important, your home will be placed in the Multiple Listing Service for all the region's agents to see. In the Oklahoma City/Edmond Metro Area, more homes are sold via MLS than all other media.
Last, top Realtors® like *The Nevius Team* are constantly networking, looking for buyers and sellers. By employing a real estate agent, you gain this exposure also.
- **Offer and Closing:** *The Nevius Team* is the contact for you when a buyer submits an offer. This saves you the trouble of receiving time-wasting offers from those who might not be financially qualified to buy your home. When you receive a qualified offer or offers on the home, your agent's job is to help you sort the pros and cons of each and decide whether to accept, reject or counter.
Once you accept an offer, *The Nevius Team* helps save time once again. There are inspections, title searches and appraisals that he or she will set up and coordinate for you. At the closing, your agent's job is to be present and ensure all goes well for you.

Why Choose a member of "*The Nevius Team*" with Keller Williams Realty?

If you, the home seller, want Realtor® services that include aggressive marketing, expert advice and top-level customer service, choose *The Nevius Team* with Keller Williams. You will agree:

- *The Nevius Team* agents are trained in using the most advanced, marketing techniques in the industry.
- Our standards of customer service are highest in the industry *The Nevius Team* is the #1 Team in a three-state region and a large part of that success is due to business from prior clients. That repeat business comes from a dedication to first rate customer service.
- *The Nevius Team* members have extensive experience in the Oklahoma City/Edmond Metro area.
- Our team has the experience and know-how to determine fair values for property and are seasoned, skilled negotiators.
- Our team is backed by solid, experienced management from the local to the national level.

For help with all of your real estate needs, please contact:

"The Nevius Team"

Dennis Nevius – Broker/Seller & Buyer Specialist

Judy Nevius – Marketing Specialist

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